

NOTES FOR GEORGIA TECH PRESIDENT G. WAYNE CLOUGH
GEDA Annual Meeting, Savannah, GA, September 21, 2007

- Georgia Tech and GEDA have a great tradition of working closely together – many of our faculty and staff have been active participants in GEDA as all of us work together to advance economic development in Georgia. Proud that **Todd Greene** – director of Community Policy and Research Services at Georgia Tech’s Enterprise Innovation Institute – is GEDA president for coming year.
- Pleased to join my colleague **Michael Adams**. GT and UGA compete on athletic fields and courts – in other arenas, both focused on making Georgia better. Collaborators in programs like Georgia Research Alliance.
- Georgia Tech’s goal – define technological research university of 21st century.
 - 3 important tasks: educate workforce for global economy driven by innovation; conduct research that will drive innovation; be effective drivers of economic development by moving discoveries and technologies from lab to market.
 - GT’s intent: to do those tasks in a global context; to be a genuinely global university as opposed to typical university that has some international activities.
 - Characteristics of global university:
 - Same international activities and programs typical of American universities, but taken to higher level and accommodating the education and research of scientists and engineers as well as the usual humanities students.
 - Physical platforms overseas with local partners that engage in research and education. Integrates these activities with programs at central campus (international co-op assignments, joint research labs).
 - Stimulates economic development from its overseas platforms to benefit of both locations (overseas and home). Works on sophisticated issues and policy matters that span national boundaries.
 - Links to the highest levels of government in its various locations and conducts research relevant to the interests of those governments.
 - This describes global university Georgia Tech is working to become. International platforms: France, Ireland, Singapore, a few others under discussion. Want to give you some examples of how these 3 goals play out for GT as a global university.
- Goal 1: Educating workforce for global economy:
 - American Council on Education: Only 1% of American college students study abroad; less than 1% of engineering majors. Lab and practicum nature of curriculum makes it difficult.
 - GT: Largest engineering school in the nation, yet over a third study abroad, some more than once

- 17 majors offer International Designator: students take foreign language, courses in global economics and international affairs, do 2 study abroads or international internships. Correlated with major.
 - International internships, co-op assignments. Unique year abroad = intensive study in technical language, semester at university like Technical University of Munich, internship at international company like Siemens.
 - Almost 40% of undergrads study foreign language.
 - GT campus in Metz, France – summer program for engineering students that keeps them tracking on curriculum. Summer 2007: 125 students, 14 faculty, over 2 dozen courses. Have hosted students from almost 10 other universities at Metz.
 - Global MBA, international professional master’s in logistics – spend time overseas
 - Dual degree agreements with universities in China, Great Britain, Germany, Mexico.
 - GT brings international perspective to Georgia’s high-end tech workforce
 - Eg. Tech alumni in Douglas, Ga – Optima Chemical and Castparts Corp. – high tech industries with international markets – 10 Tech alumni.
- Goal 2: Research with international partners
 - Metz: GT has joint research operation with the French National Center for Scientific Research. Focused on secure and high-speed telecommunications. France has a higher level of expertise in certain aspects of network security than U.S. does. GT partnership gives us rapid access to French research and technology that would otherwise not be available to Americans.
 - Singapore: World capital of logistics. Has more expertise in transportation logistics than United States. GT partnership with National University of Singapore, Nanyang University = access to expertise that we can bring back home to Georgia.
 - Ireland: Small size, agility, deliberate focus on building a high-end economy makes it something of a “start-up” among the world’s nations. Ideal as a testbed for developing new technologies on a national scale, which can then be ramped up for larger nations (e.g., bringing high-speed Internet to rural areas). Collaborating on research in a number of areas of mutual interest.
- Goal #3: Tie Georgia Tech’s international endeavors into our economic development programs for Georgia:
 - Building relationships between GT and state government:
 - State Dept of Economic Development office at edge of GT campus, next to GT’s Enterprise Innovation Institute (EII). EII has full-time international specialist on its staff of economic development advisors.
 - 2005 – Gov Perdue and Lorraine President Jean-Pierre Masseret signed formal agreement – GT Lorraine will help French companies make business contacts in Georgia and serve as platform for Georgia companies to develop operations in Europe.

- Within first year after GT Ireland opened, Gov Perdue led trade mission to Ireland, and Ireland President Mary McAleese came to Georgia. Ireland is investing in the U.S. – Irish-owned companies employ 74,600 in U.S. GT Ireland positions Georgia to attract Irish companies like Cement Roadstone Holdings – U.S. affiliate Oldcastle is headquartered in Atlanta. GT Ireland also working with GT Savannah to help parlay the cultural connections between Ireland and Savannah into business connections.
 - “International presence” is a two-way street: Just as GT wants a presence in strategic international places whose interests and expertise aligns with ours, so GT’s international character makes it a magnet that attracts foreign companies to Georgia. Embedded labs:
 - Samsung – located research lab at GT to work on next-generation radio-frequency integrated circuit. Expected to become company’s primary North American research lab.
 - Pirelli – located North American branch of its advanced research center at GT, then consolidated rest of its north American corporate staff activities to the same location.
 - KUKA – embedded robotics lab.
 - Discussions underway with 4 other companies to locate labs adjacent to Georgia Tech.
 - GT’s EII administers the Innovation Centers program started by Gov Perdue to target strategic industries for Georgia. Connects to GT’s international efforts.
 - Logistics Innovation Center located on campus of GT Savannah
 - Works with companies and organizations in 13 countries.
 - Connected with GT Singapore (80% of good coming into Savannah are from Asia; 40% from China)
 - Exchanges best practices info with Shanghai International Port Group, which runs all of port facilities in Shanghai. (Head of Shanghai Group got master’s at GT)
 - Working with GT and logistics companies and organizations from Sweden, including two Swedish universities. Result – Next Generation Innovative Logistics Conference scheduled in Georgia in 2009.
 - Aerospace Innovation Center – working to attract companies from 3 different countries to Georgia.
 - GT’s EII also operates a federally funded program called SETAAC – the Southeastern Trade Adjustment Assistance Center – which helps manufacturers who are adversely affected by imports to develop and implement turn-around strategies that refocus their business and make it competitive again.
 - Serves 8-state region, but almost 40% of clients are from Georgia.
 - Past 3 years – increased clients by 26%; helped clients improve productivity by 28%.
- Just some examples that illustrate Georgia Tech’s focus on becoming a truly global university in way it educates students, conducts research, and promotes economic develop – and show how that endeavor expands Georgia’s international business ties,

opens new opportunities for Georgia's business community, and enhances Georgia's profile in the interwoven global economy.